

The three-quarter length gloves that new fashions demand in mode and grey.



Fashion's Choice for Winter

**Long Suede Gloves \$6.50**

Not just because they are beautiful in quality—silky smooth and fine—nor because they fit more perfectly than other gloves—nor because suede is the chosen fabric this year—but also because the colors, mode and grey are undoubtedly the two best—these are values you cannot overlook.

Long White or Brown Kid \$4.75—Beautiful quality of French kid, full elbow length.

GROUND FLOOR



A luxurious mole wrap is distinguished with fox collar and cuffs and metal clasp.

**Handsome Fur Coats**

Envelop the Wearer Luxuriously

Your long fur coat should be particularly beautiful in coloring and texture, and of a generous all-enveloping size. Coats and wraps in our collection of models exactly fulfill these requirements.

**More Practical Fur Coats**

Natural Muskrat \$110—An excellent coat for general serviceability and very smart in appearance, too. 40 inches long.

Natural Raccoon \$245—Coats for the football games and for sports this season. 40 inches long.

Hudson Seal (Dyed Muskrat)—40 inches long, \$265 to \$345

FOURTH FLOOR



New in footwear—a Colonial pump and novelty strap pump.

**Newest Strap Pumps \$12.75**

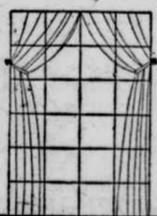
Combine Straps with the Colonial Style

When a new pump combines the smartness of a Colonial tongue with the comfort of a single strap, you may be sure it is the style you cannot be without. These pumps are of the so modish otter ooze with Spanish heels.

An Unusual Strap—At the same price there is a new strap pump with cross straps in wishbone pattern. Patent leather or brown ooze with Spanish heels.

Calfskin Oxfords reduced to \$7.85—Tan and black calfskin with military heels.

SECOND FLOOR



Rich Oriental rugs at special prices.

Continuing Our Offering of Exceptional Values in **ORIENTAL RUGS**

The large assortment of Oriental rugs which we are now showing is the result of opportune purchases made during several months' keen investigation of the wholesale market. The rugs themselves are perfect in every detail and represent remarkable values at these prices. The range includes everything from a small mat to a rug 17 x 30 feet. There are hundreds of values other than these listed:

Turkish, 8.1 x 5.3 . . . \$125	Chinese, 10.9 x 8 . . . \$225
Persian, 10 x 7 . . . 135	Chinese, 10.9 x 9.2 . . . 265
Persian, 10.2 x 7.2 . . . 135	Chinese, 11.6 x 10 . . . 295
Chinese, 9 x 6 . . . 145	Persian, 11.9 x 8.8 . . . 225
Chinese, 9.9 x 7 . . . 175	Persian, 12 x 8.7 . . . 245
Persian, 9.10 x 8.9 . . . 210	Persian, 12.6 x 9 . . . 245
Persian, 11.9 x 8.9 . . . 225	Kirmanshah, 12 x 8.9 . . . 525
Persian, 11.6 x 8.9 . . . 225	Kirmanshah, 11.5 x 9 . . . 495
Chinese, 10.9 x 7.2 . . . 195	Kirmanshah, 11.7 x 9.4 . . . 550

FIFTH FLOOR



**An Unusual Value! Upholstered Three-Piece Living Room Set \$285**

Reversible cushions are a feature of this handsome three-piece set, upholstered in a rich brown velour. A strictly original treatment is the moss edging on cushions and pillow arms. Our assortment of upholstered furniture is now the largest we ever had. It is particularly interesting, presenting excellent values.

SIXTH FLOOR

**Many Rich Black Silks for Winter Costumes**

Black has so universal an appeal when it's the color of beautiful silks, that every woman who plans a well-ordered wardrobe includes at least one or two black gowns in the list. This year the choice of black silks is more interesting than it has been for some time.

Satin Sublime \$1.95 yard—A soft charming quality, 40 inches wide.

Imported Taffeta \$2.50 yard—Exquisite chiffon finish. 36 inches wide.

Crepe de Chine \$3 yard—A close weave and heavy quality. 40 inches wide.

Satin Grenadine \$3 yard—An imported quality of dull finish for mourning wear. 40 inches wide.

GROUND FLOOR

Satin Crepe \$3.50 yard—Beautiful lustrous fabric. 40 inches wide.

Canton Crepe \$3.95 yard—A really exceptional value of this most wanted material. 40 inches wide.

Chiffon Velvet \$3.95 yard—You do not want to do without a frock of this fabric. It is an exceptionally good value. 40 inches wide.

An Excellent Variety of

**Silk Lace Flouncings**

To Fashion Beautiful Gowns

Cire Silk \$2.50 yard—Lace flouncings and all-overs of a heavy quality and charming designs. 36 inches wide.

Silk Boheme \$3.95 yard—Lace flouncings of a particularly delicate quality and design. 36 inches wide.

Black-Chantilly 95c to \$1.95 yard—Laces so much used for millinery trimmings. 9 to 12 inches wide.

GROUND FLOOR

A Special Purchase Specially Priced

**Imported Metal Buckles**

\$1.75 and \$2.25

Beautiful buckles—the very last word from Paris—the kind that give that conclusive touch of style to any gown or suit. They are marked at exceptionally low prices only because we bought all the manufacturer had.

Silver finish with stones, blue, green, coral, topaz, and many others. Sterling silver buckles of simple design. Gilt finish buckles. All of them unusually heavy and handsome in quality.

GROUND FLOOR

**Waterfall or Chiffon Velvet Negligees \$28.50**

Beauty of fabric, simplicity and charm of style, a variety of exquisite colors, all-silk lining—these are the points that recommend our negligees of velvet marked at such a very moderate price. Waterfall, Copenhagen, amethyst, light blue, orchid, rose, black and pink. Chiffon velvet, canna, purple, French blue, French rose, turquoise.

A Quilted Coat \$15.75—Crepe de Chine quilted in lamb's wool and lined throughout with China silk. Roll collar, patch pockets. Copenhagen, rose, French blue, pink, orchid, coral and light blue.

**Special Bloomer Values**

Radium—Tailored model in flesh color. \$2.95 and \$3.95; street shades \$3.95

Belding Satin—A material guaranteed to give good service; street shades \$5.95

SECOND FLOOR

**Hand-Made Lingerie**

Nightgowns and envelope chemises made of lovely soft materials and daintily hand-embroidered or trimmed with hand-drawn-work \$1.95 and \$2.95

**Serge and Twill House Dresses \$16.75 and \$19.75**

The dresses you want to slip into on cold winter mornings, must be inexpensive, simple in style, yet charming in appearance. Here you will find just such dresses, made of good qualities of navy blue serge and Poiret twill.

Cut on straight tailored lines and finished with braid, they are essentially practical and at the same time very becoming.

You must step into our House Dress Department and try one on.

SECOND FLOOR

**Lord & Taylor**

FIFTH AVENUE



Brown lace and fine crepe de Chine are joined and finely plaited to make this exquisite blouse, \$15

**Brown Fluted Suit Blouses \$15**

To supplement the important vogue of brown is this exquisite blouse of Paris brown crepe de Chine and brown silk lace. The lace and crepe de Chine are joined and finely plaited. Most suitable is the wide bateau neckline. Also obtainable in black.

THIRD FLOOR



Bra in verucelli design and softest black fox distinguish this suit, \$225

**Women's Three-Piece Suits**

Advised by Paris and presented by Lord & Taylor at this extensive price range—\$65 to \$595. The same excellent tailoring and smart lines distinguish each suit. Duvet de laine, caracul cloth, duvetyn, veldyne and marleen are the fashionable fabrics oftenest employed. Fox, squirrel, monkey, beaver and caracul are the furs.

THIRD FLOOR



One of a very elegant group of women's coats and wraps priced at \$97.50

**Women's Modish Winter Coats**

Such imaginative touches as corded sleeves and single buckle clasps give character to this group of winter coats elegant in fur and fabric. The bloused, straight, and roomy wrap silhouettes are expressed in marcova, fashona, and lustrosa. Some have collars and cuffs of fur others only collars—caracul, beaver and squirrel.

THIRD FLOOR



Copy of

**Renee Paris Frock \$59.50**

One of Renee's most successful frocks is this in which she accentuates the long straight lines by rows of narrow velvet ribbon. It has been faithfully reproduced for our Women's Gown Department, in Paris brown crepe de Chine. It is one of numerous models that smartly present the reigning vogue of browns.

THIRD FLOOR

**Exhibition and Entertainment**

You are cordially invited to visit the Exhibition of the work of the Ninety-One Organizations affiliated with the Federation for the Support of the Jewish Philanthropic Societies of New York City and special Entertainment at Hotel Pennsylvania, October 16, 17, 18, 19. Daily from 2 P. M. to 7 P. M., and from 8 P. M. to 11 P. M.

Tableaux October 25 and 26, 8 P. M.

In Tomorrow's Evening World, Sun, Globe

Those who have moved recently will be particularly interested in our announcement which will appear on Monday in the above named newspapers.